

NEWS RELEASE

Indiana Criminal Justice Institute



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FOR IMMEDIATE RELEASE

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Memorial Day “Click It or Ticket” Advertising Campaign Begins.

New State Law will require seat belt use in every passenger vehicle, including pick ups

INDIANAPOLIS, IN. – The Governor’s Council on Impaired & Dangerous Driving announced Monday that it will begin its statewide advertising campaign to support the May, 2007 “Click It or Ticket” mobilization.

The advertising campaign is designed to warn motorists that during the upcoming Memorial Day holiday, law enforcement throughout Indiana will be taking a zero tolerance approach to seat belt violators. The seat belt enforcement effort precedes a new Indiana law that requires seat belt use for all occupants of passenger vehicles.

“The goal of the “Click It or Ticket” campaign is not to write tickets. The goal is to convince motorists to wear their seat belts in order to save lives,” according to Mike Cunegin, executive director of the Indiana Criminal Justice Institute (ICJI).

The advertising campaign, with its strong enforcement message, will focus on the population least likely to wear seat belts, 18 to 34 year old males. “The “Click It or Ticket” program’s strong enforcement message is more likely to change this group’s seat belt usage than any other message,” said Ryan Klitzsch, ICJI’s Traffic Safety division director.

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Governor’s Council on
Impaired and Dangerous Driving



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Indiana's law enforcement agencies will be backing up the "*Click It or Ticket*" message with strong enforcement. Beginning May 18th, Indiana law enforcement agencies will be stepping up enforcement by conducting a series of seat belt enforcement zones, saturation patrols and other extra seat belt enforcement activity.

"During the two week enforcement period, police will be ticketing anyone found not wearing their seat belt...no warnings, no exceptions," Cunegin continued.

The Governor's Council on Impaired & Dangerous Driving also wants to make motorists aware that beginning July 1st, seat belts will be required in all passenger vehicles in all seating positions. "That means passengers seated anywhere in all passenger vehicles, including pick up trucks, will risk a ticket if they fail to buckle up," said Klitzsch.

The \$450,000 advertising campaign in Indiana will be paid using federal funds earmarked for this initiative. The Indiana advertising campaign will also be supported by a \$10 million national advertising campaign.

Statewide seat belt use in Indiana is currently at 84.3 percent. However, pick ups and other vehicles plated as pick ups are not included. In May of 2006, pick up trucks had an overall restraint use of 53.5 percent, according to a roadside observational survey.

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